

Message Text

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PAGE 01 TOKYO 06871 111021Z
ACTION EA-09

INFO OCT-01 ISO-00 /010 W
-----111033Z 009353 /23

P R 110752Z MAY 77
FM AMEMBASSY TOKYO
TO USDOC USTS WASHDC PRIORITY
INFO SECSTATE WASHDC 7627

UNCLAS TOKYO 6871

E.O. 11652: N/A
TAGS: ETRD
SUBJECT: SPECIAL MARKET AUSTRALIA

REF: MELBOURNE 1001; TOKYO 6390; SCHMITZ/RIEGNER TELECON
OF MAY 5; WJ-7-129-MFO: JW-7-331; JW-7-145 AND
WJ-7-158.

SUMMARY: OUTLINES IMMEDIATE PROPOSED AUTIVITIES IN SPECIAL
MARKET AUSTRALIA. END SUMMARY.

JW-7-432. AS A RESULT OF HAVING THOROUGHLY REVIEWED ABOVE
REFERENCES, WE HAVE A NUMBER OF QUERIES AND THOUGHTS THAT WE
WOULD LIKE TO PUT FORTH IN ORDER TO HELP CLARIFY OUR RESPONSI-
BILITIES, LEVEL OF ACTIVITIY AND FUNDING AS WELL AS THE TIMING
THEREOF IN OUR SPECIAL MARKET AUSTRALIA. ANOTHER FACTOR THAT
MUST BE ENTERED INTO THE AUSTRALIAN EQUATION IS SCHMITZ'S HOME
LEAVE SCHEDULED FOR JULY AND AUGUST, AND GAMO'S ANNUAL LEAVE
AND CMP REVIEW MEETINGS ALSO IN THE LATTER PART OF JULY AND
AUGUST. (DETAILED ITINERARY FOR SCHMITZ INCLUDING PLANS TO BE
IN WASHINGTON FOR CMP REVIEW WEEK OF AUGUST 8 BEING FORWARDED
SHORTLY.)

BASED ON PRESENT FACT THAT YOU HAVE TRANSFERED USDOLLS50,000
ADDITIONAL FUNDING TO TOKYO FOR TRAVEL, TOUR DEVELOPMENT,
LITERATURE AND OTHER OFFICE OPERATIONS, WE BELIEVE THAT SCHMITZ
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SHOULD AKE IMMEDIATE TRIP TO AUSTRALIA AS WELL AS NEW ZEALAND
IN ORDER TO PROPERLY BEGIN THE INVESTMENT OF THESE FUNDS SO
THAT A BENEFICIAL RATE OF RETURN WILL ACCRUE TO THE VISIT
USA PROGRAM AND THEREFORE THE U.S. TAXPAYERS. EVEN IF SCHMITZ
WAS NOT GOING ON HOME LEAVE, WAITING UNTIL JULY, AS YOU
SUGGEST, MIGHT BE TOO LATE IN THE FISCAL YEAR TO BEGIN USING
THESE FUNDS EFFECTIVELY AND STILL EXPECT BENEFICIAL MEASUREABLE

RETURN. WE CERTAINLY HAVE AMPLE FUNDS IN OUR TRAVEL ACCOUNT TO MAKE WHAT WE CONSIDER TO BE A TOTALLY JUSTIFIABLE ADDITIONAL TRIP OR EVEN TWO OR MORE TO AUSTRALIA AND NEW ZEALAND IN ORDER TO INCREASE THE MOEMENTUM AND EFFECTIVENESS OF THE HIGHLY COMPETITIVE VISIT USA PROGRAM THAT HAS JUST BEEN RE-ESTABLISHED THERE IN CONCERT WITH OUR TRAVEL INDUSTRY AND SATE DEPARTMENT COMMERCIAL COLLEAGUES, ALSO SINCE STATE HAS GIVEN U.S. TOURISM PROMOTION A NUMBER ONE PRIORITY IN ITS COUNTRY COMMERCIAL PLAN FOR AUSTRALIA, THE VISIT OF A USTS REPRESENTATIVE ON A SLIGHTLY MORE FREQUENT BASIS TO LEND TOURISM EXPERITISE, GUIDANCE AND ADVICE CERTAINLY SEEMS JUSTIFIABLE. THE TRIP-PER-QUARTER-GUIDELINES PREVIOUSLY LAYD DOWN BY US WHERE ESTIMATED AT A TIME WHEN OUR INVOLVEMENT IN AND KNOWLEDGE OF THE AUSTRALIAN MARKET WERE MORE SPECULATORY THAN REAL.

THEREFORE WE HOPE YOU WILL BE SUPPORTIVE OF THE FOLLOWING SUGGESTED ACTIVITIES: (A) ALLOW SCHMITZ TO MAKE SINGLE TRIP TO AUSTRALIA AND NEW ZEALAND NOW, INSTEAD OF JULY, TO INITIATE TOUR DEVELOPMENT NEGOTIATIONS, PUBLIC RELATIONS, AND LITERATURE DISTRIBUTION ACTIVITIES. (B) ALLOW ONE OR MORE ADDITIONAL TRIPS THIS FISCAL YEAR BY SCHMITZ OR OTHER STAFF MEMBER. THE NUMBER AND TIMING OF THESE TRIPS WILL BE DECIDED AFTER REVIEWING YOUR ANSWER TO THIS CABLE AND AFTER HOLDING ANY FURTHER DISCUSIONS NECESSARY. THE PURPOSE OF THE TRIPS WOULD BE TO FINALIZE THE ABOVE-MENTIONED ACTIVITIES AND TO MAINTAIN THE VISIT USA MOMENTUM BUILT UP BY RECENT EVENTS.

YOUR IMMEDIATE CONSIDERATION OF THE ABOVE THOUGHTS WOULD BE HIGH APPRECIATED.

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Message Attributes

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Concepts: TOURISM PROMOTION
Control Number: n/a
Copy: SINGLE
Sent Date: 11-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
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Film Number: D770165-0812
Format: TEL
From: TOKYO
Handling Restrictions: n/a
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ISecure: 1
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